

Media Release

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Win C. Roshell of Macon is Georgia's 2005 Minority Small Business Champion of the Year *--His Networking Group Actively Supports Minority Business Development--*

Win C. Roshell, founder and CEO of the AFTER FIVE Professional Networking Association, has been selected the 2005 Minority Small Business Champion of the Year by the U.S. Small Business Administration.

Roshell received his SBA award today from Terri L. Denison, SBA Georgia District Director, at a luncheon hosted by the Georgia Lenders Quality Circle. The event was held at the Commerce Club in Atlanta. He was nominated for his statewide award by the University of Georgia Small Business Development Center in Macon.

Roshell established the AFTER FIVE Professional Networking Association in 2000 in Macon. The purpose of AFTER FIVE was to bring awareness of business opportunities to the African American community in Macon and to provide scholarships for educational growth.



“When I moved to Macon, it was a challenge finding goods and services provided by minority businesses,” said Roshell. “I immediately realized that I was not the only person who had relocated to Macon that experienced difficulties locating services that were needed for a comfortable transition to this community.”

On Feb. 3, 2000, Roshell and other members of AFTER FIVE held its first networking event so that minority businesses could gather in a social environment that would help establish new friendships. The event also created opportunities for those businesses to discover and nurture other minority businesses in the Macon area.

With its first meeting as a foundation, AFTER FIVE now hosts a Business Networking Forum once a month to give entrepreneurs new information that will help them grow their businesses. These meetings also inspire business owners to capitalize on their unique skills and abilities through mentoring and networking. Roshell says attendance is generally in the range of 75 to 250 people.

AFTER FIVE also works with the University of Georgia Small Business Development Center in Macon to provide special presentations, seminars and workshops to the minority business community. The workshops include how to write a business plan and how to present these plans to lenders to raise capital.

Last year AFTER FIVE launched a quarterly Business Breakfast Series and a Saturday afternoon Gospel Business Brunch to serve a wider schedule of local business owners. AFTER FIVE also hosted its first Candidate “Meet and Greet” to give business owners an opportunity to interface with political candidates running for local and state offices.

Roshell’s organization started an initiative called “Share-A-Smile Dental Health Scholarship Program” with two minority business owners: Baconsfield Dentistry and Central Georgia Orthodontics. This program has provided full dental care to 10 middle Georgia students that have been academically successful and whose families showed a financial need.

In addition to AFTER FIVE, Roshell is a full-time sales representative with Merck, the pharmaceutical company and covers a 13-county area of middle Georgia. A native of Chattanooga, Roshell graduated from Morehouse College in Atlanta in 1992 with a degree in Marketing. He spent seven years with Walt Disney World in Orlando before joining Merck. Roshell and his wife Pamela have a six-month old daughter Cameron.

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